

# Marketing to Generational Segments



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*Rick Rose*

*Producing Artistic Director*

*Baby Boomer*

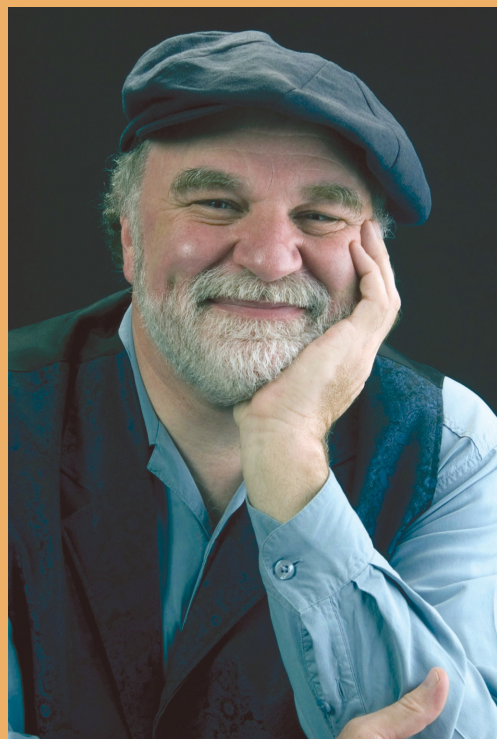
*Danielle Goodrich*

*Marketing Director*

*Gen Y/Millennial*



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# *What is the best way to market to each generational segment?*

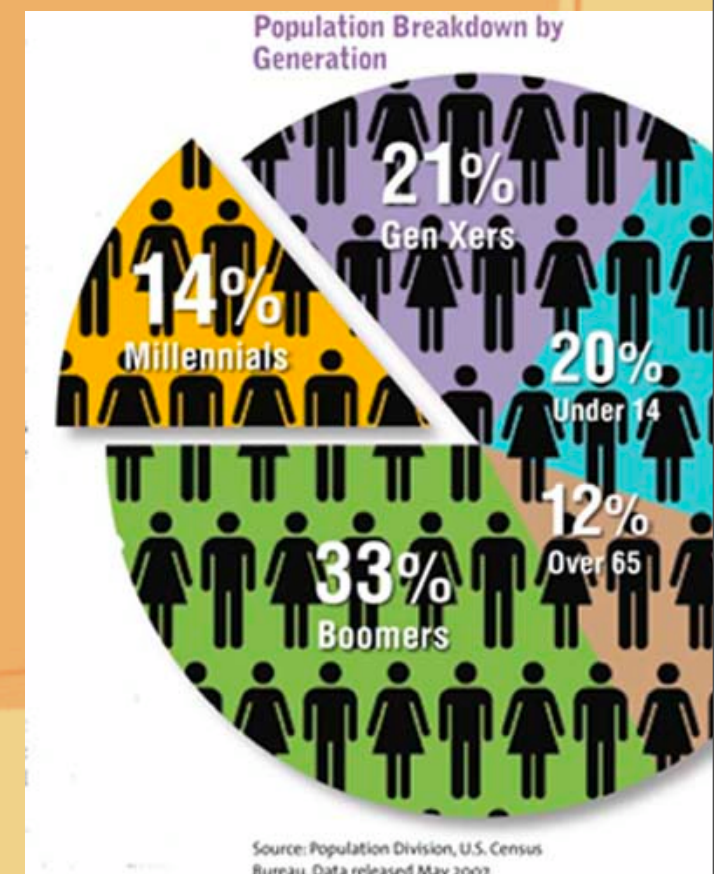
- *each segment has grown up in very different times and circumstances*
  - *their social and economic priorities vary in importance*
  - *understanding these differing values will allow for your marketing message to align and connect with each segment's needs and interests*
- 



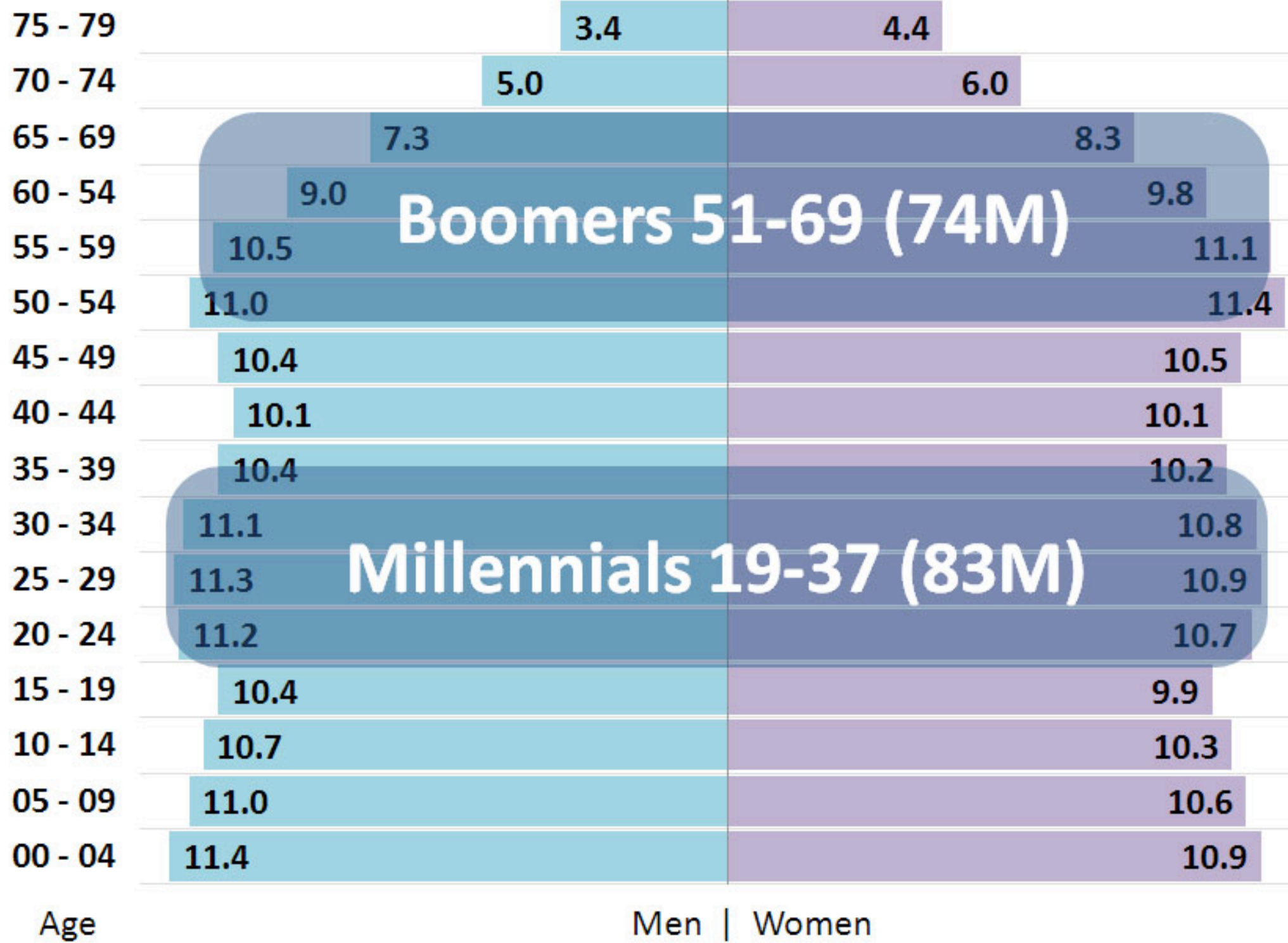


# Generations

- Baby Boomers “The Tweeners” 1946-1954
- Generation Jones 1954-1965
- Generation X “The Connected Generation” 1965-1981
- Generation Y “The Millennials” 1981-2001
- 76 million, 51 million, 75 million



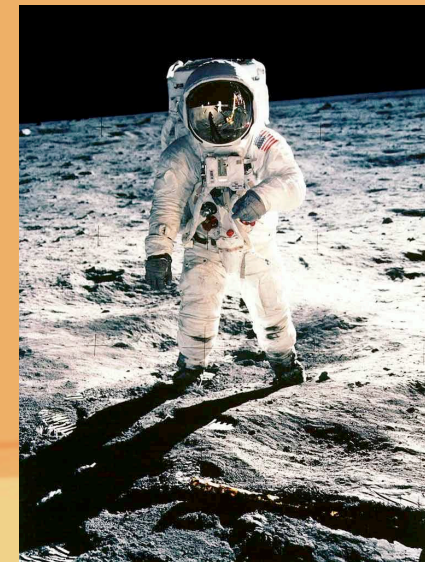
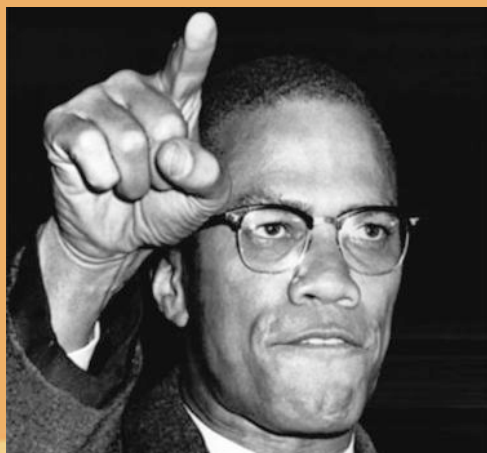
# 2015 Age Pyramid



# Baby Boomers (1946-1954)



- Boomers grew up during a time of social and cultural change and are considered the wealthiest generation. (JFK, Robert Kennedy, Malcolm X, Martin Luther King. Jr, the civil rights movement, Vietnam War, Neil Armstrong first walking on the moon.)
- At more than 100 million strong, baby boomers are the single largest consumer group in America, considered the best educated and most sophisticated of purchasers.
- 





# Defining Characteristics

- *Wealthy*
- *Educated*
- *Retired*
- *“(I Can’t Get No) Satisfaction”*
- *Experimental*
- *Free Spirited*
- *Young-at-heart*
- *Social Cause Oriented*







# Generation Jones (1954-1965)

■ The Generation of “Keeping Up with the Jones’s,” Generation Jones is the core group of 39-50 year olds that make up the largest segment of what was previously called the baby boomer generation. Named for the slang term "to jones," or to yearn, they were raised on TV and turmoil. Unlike the older boomer crowd, which is not technologically savvy and is heading for or already in retirement, Generation Jones is active, working, uses the Internet for nearly everything and expects cutting-edge technology and design in their homes. They now have more economic buying power than any other segmentation. They were raised competitively hence the term “Keeping up with the Jones.” Their experiences growing up have contributed greatly to their desire for innovation.

■



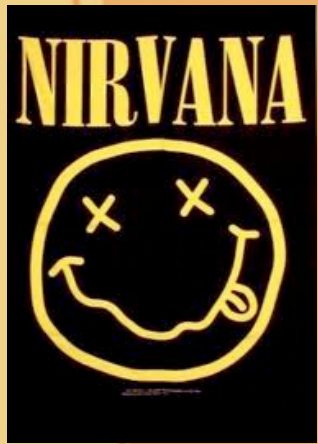


# Defining Characteristics

- *Wealthy*
- *Educated*
- *Desires Innovation*
- *Desires Convenience*
- *Pragmatic*
- *Competitive*

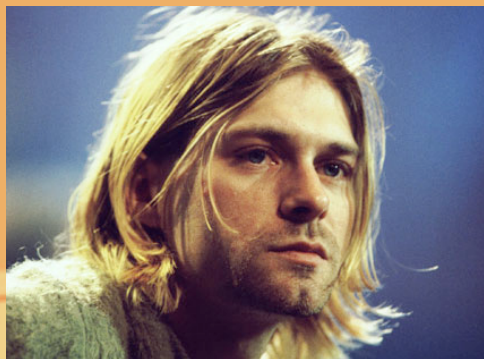


# Generation X (1965-1980★)



Generation X is the generation generally defined as those born after the baby boom ended, and hence sometimes referred to as the Baby Busters. Make up 17% of the US Population. They are skeptical and have lived through the 90's recession, the dot com boom and the current recession. They are untrusting and do not have brand loyalty. They place a high value on education and knowledge. They have or are starting families and buying homes.

a.k.a the me generation, baby-busters, slackers, twentysomethings, generation without a conscience, the lost generation, latchkey kids, lazy underachievers, apathetic “boomerangers”, “numb and dumb” (some of which were the boomers attempt to negatively slant the generation threatening to steal their spotlight)





# Defining Characteristics

- *Cynical*
  - *Educated*
  - *Value Education and Knowledge*
  - *Financially Savvy*
  - *Skeptical*
  - *Blunt*
  - *Independent*
- 





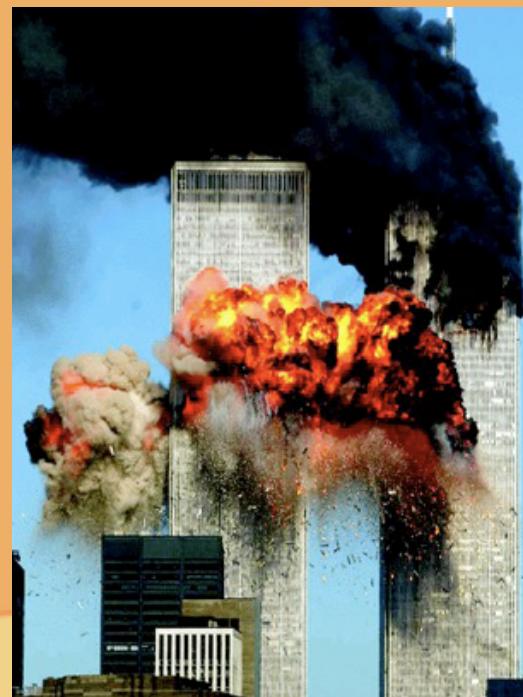
# Generation Y (Millennials)



facebook®

1981-2001

Generation Y, also known as “Millennials” or “Generation Next” is the 80 million people born between 1981-2000. Generally, they are tech-savvy and process information quickly. Changing jobs frequently and not being so-called loyal to their workplace is a trademark of this era, and they identify closely with brands. They do value integrity and responsibility.



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# Defining Characteristics

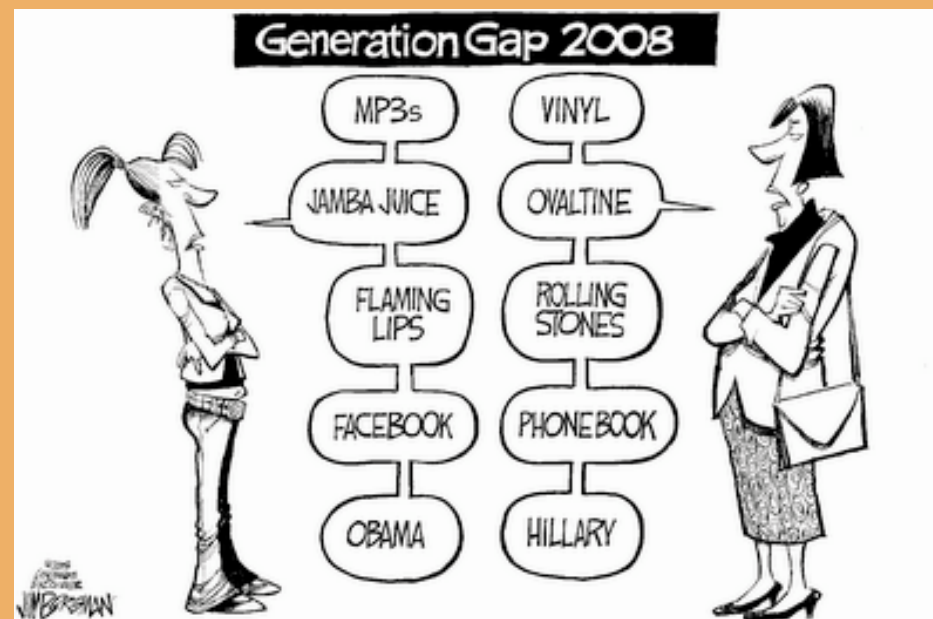


- *Tech Savvy*
- *Brand Loyal*
- *Untrusting of Advertising*
- *Protected*
- *Confident*
- *Culturally Diverse*
- *Group Mentality - Team Oriented*
- *Educated*
- *Green Focused*





How do you construct a marketing  
message that will appeal  
to each segment?





# *Boomers Need Attention*

- *Solutions That Work*
- *Give it Cache- Used to Branding*
- *Amenities- “Value Added”*
- *Make it About Them*
- *Initiators*
- *Go With The Family*





# Message Strategy for Boomers

- Appeal to their values- cultural and personal growth
- Make it Immediate
- Make it Fun- Comfortable, Cool, Casual
- Make it Familiar- Yet New
- Make it Meaningful w/out Preaching
- Connect emotionally -employ images that promote a strong emotional response
- Connect to a cause (78% like to buy brands that make a donation worthy cause)
- Be consistent. Boomers remember advertising slogans from their youth, largely because marketers believed repetition was key. And it worked!



# Boomer Facts

- Boomers comprise a third of all TV viewers, online users, social-media users and Twitter users
- Boomers time shift TV shows (record and view at a later time) more than 20-somethings, by almost an hour a week
- Eight of the top 10 Boomer websites, including Facebook and YouTube, are the same as 20-something sites
- If they don't visit you by the time they are 45, they never will
  - In a recent study by the National Endowment for the Arts, "Public Participation in the Arts," opera patrons were profiled in two ways: Those who attended a performance within the past year, and those who participated through media, also known as sampling. Boomers represented the largest group of samplers, at 43 percent, most of whom sampled through the Metropolitan Opera HD broadcasts and digital downloads. In other words, Boomers are using technology to introduce themselves to different art forms
  - Use the full arsenal of communication tools. Boomers are the most likely group to be reached by all of your marketing efforts, both traditional and digital.



The Levi's logo is a red square with the word "Levi's" in white, bold, sans-serif font.

Levi's

## Boomer Brands

- *Levi's-although it's been around since the 1850's, the brand became the symbol of James dean-inspired rebellion a century later. It's boomer symbol didn't end in the 1950's, the brand was marketed with music from Jefferson Airplane during the swinging 60's, and decades later Levi's Dockers accompanied desk-bound boomers into the office on casual Friday.*





## Boomer Brand

- *Harley Davidson- is the motorcycle brand for boomers from “Easy Rider” on down. The brand is more than 100 years old, and today Harley Owners Group has 650k members- many of them in this demographic - who are drawn to the brand experience created by rallies, events, races, clothing*







# *Message Strategy for Gen-Jones*

- *Promote educational value*
- *Connect emotionally*
- *Appeal to “make the world a better place” mentality*
- *No-nonsense approach that appeals to pragmatic side*
- *Offer value and enhancement*
- *Be memorable*



# Message Strategy for Gen-X



- *Overcome their skepticism*
- *Be meaningful, quick and shiny*
- *Be Green*
- *Appeal to educational value it will bring their children*





# Gen X

- *Anti-commercialism led by Nirvana-led grunge*
- *Hatred of Yuppie Culture*
- *“Clique Maintenance” - “the need of one generation to see the generation following it as deficient so as to bolster its own collective ego*





# Gen X Slogans- in your face

- *Grab Life by the Horns*
- *No Rules, Just Right*
- *Just Do It*
- *Drivers Wanted*
- *Generation Next*



# Gen Y

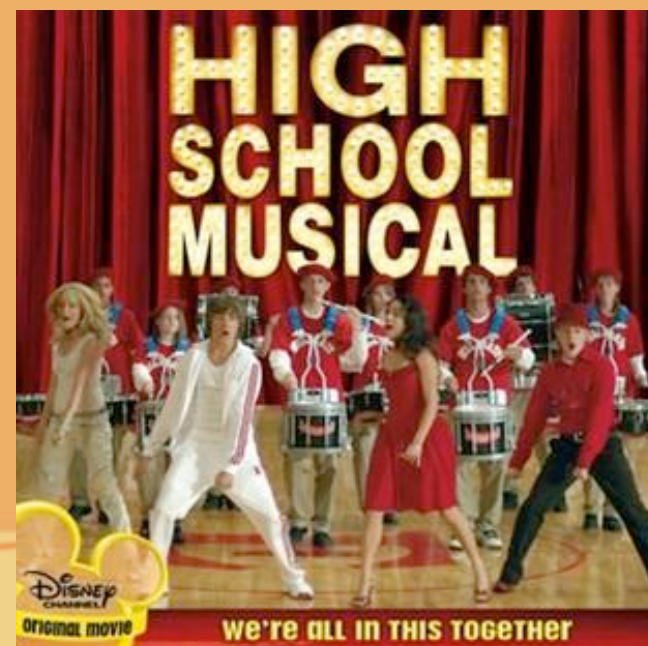
- *Be Fast*
- *Be Clever “Smart and Funny is the new rock ‘n’ roll”*
- *Be Transparent*
- *Don’t technologize everything*
- *Give them a reason to talk*





# Gen Y Slogans

- *Yes, we can!*
- *Wii would like to play.*
- *We're all in this together*
- *Inclusive and looking for a better day*





# Top Trusted Brands of

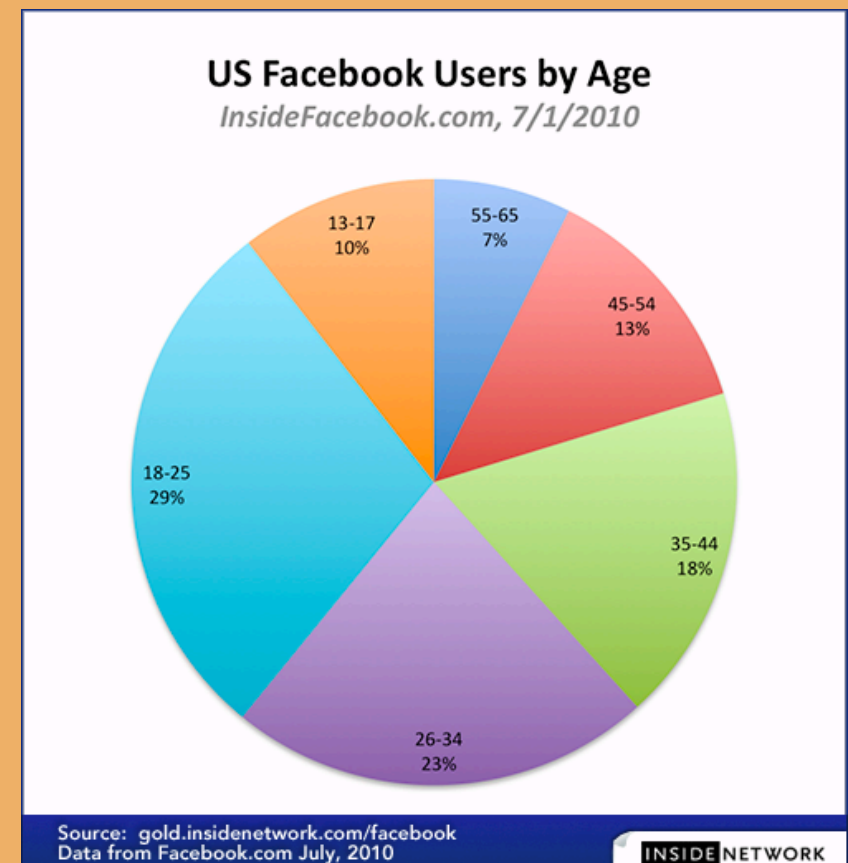
## Millennials



# The 10 favorite websites of Millennials



- facebook.com
- wikipedia.org
- YouTube.com
- craigslist.com
- myspace.com
- ebay.com
- Nytimes.com
- yelp.com
- flickr.com
- netflix.com





# Consumer Behavior Change in a down economy

- audience spends less and delay major purchases
- trade down for cheaper alternatives
- consumer spending does *NOT* stop
- maintain brand loyalty
- Larger brands continue to advertise and see strong sales and revenue (they do not price cut but develop alternatives that fit more within the consumer budget)
- Consumers are looking for loyalty not one-night stands





# Consumer Trends

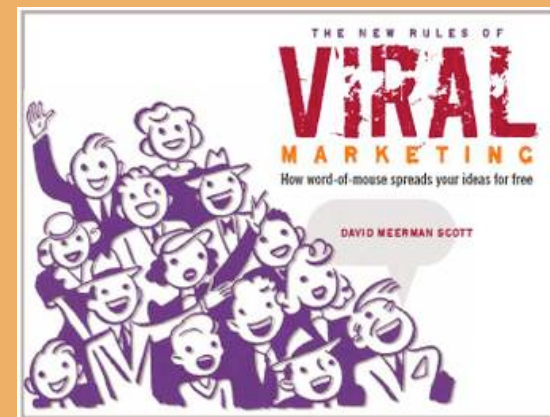


- *Green up*
- *Stay closer to home- smaller cities steal the glory*
- *Ft. Myers and Charleston, SC experienced double digit growth*
- *Philadelphia is up and attribute increase to good marketing and a decrease in airfare and hotel price*
- *Families are going back to basics- rather than 2 weeks in Europe they are going to a national park (package deals)*
- *Women travel is up “Girls Getaway” Packages*
- *Cruises are making a come back*



# 2011 Marketing Trends

- *Budgets (\$ is tight, but still able to produce great work)*
- *Viral commercial campaigns*
- *Brands (top brands are stronger due to solid campaigns)*
- *Globalization of brand is a threat ( more meetings, less creativity)*
- *Direct Contact*
- *Creativity is key*
- *Technology changes (movies and commercials filmed on i-phone)*



- [illegible]

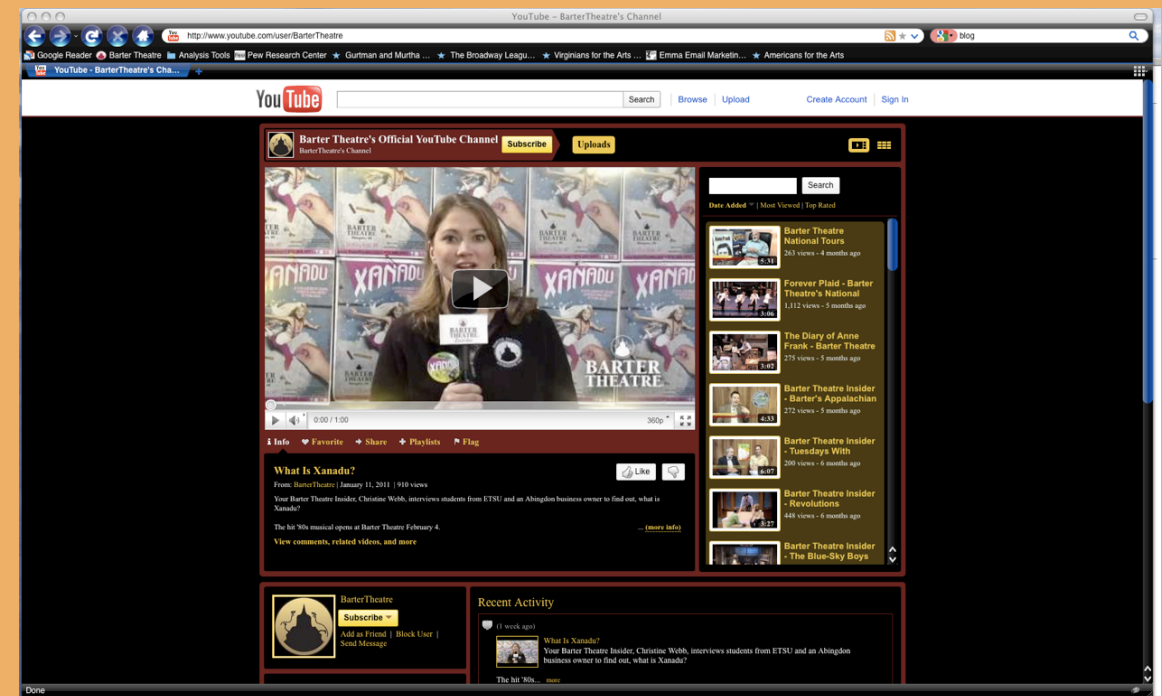




# Barter Theatre Social Media



- 9,000+ Facebook Fans
- 500 Twitter follower
- 22,000 views on YouTube
- 645,000 monthly website views
- [www.youtube.com/bartertheatre](http://www.youtube.com/bartertheatre)



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*Think Quick and Stay Relevant!*

*Thanks! Questions?*

*connect with us*

[www.bartertheatre.com](http://www.bartertheatre.com)



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